

Message Text

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ACTION XMB-07

INFO OCT-01 EUR-25 ADP-00 EB-11 TRSE-00 L-03 STR-08

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FM AMCONSUL DUSSELDORF

TO SECSTATE WASHDC 1980

USDOC WASHDC

INFO AMEMBASSY BONN

AMEMBASSY VIENNA

AMCONSUL FRANKFURT

UNCLAS DUSSELDORF 0859

DEPT PASS EX-IM BANK

VIENNA FOR EX-IM BANK - DIETZ

E.O. 11652: N/A

TAGS: BEXP, EFIN, GW

SUBJECT: MAJOR EXPORT OPPORTUNITY: US PRINTING EQUIPMENT

1. RHEINISCH-BERGISCHE DRUCKEREI - UND VERLAGSGESELLSCHAFT MBH (RBDV), DUESSELDORF, IS AT ADVANCED STAGE OF NEGOTIATIONS WITH THE SHERIDAN COMPANY, EASTON, PENN. 18042, WHICH WILL HOPEFULLY LEAD TO PURCHASE FROM SHERIDAN OF NEWSPAPER MACHINERY (THE "72P" SERIES STUFFERS AND RELATED ITEMS) VALUED AT ONE AND ONE-HALF TO TWO MILLION DOLLARS. RBDV HAS ALSO CONSIDERED MACHINERY OF TWO COMPETING SWISS FIRMS, BUT LEANS TOWARD US PRODUCT BECAUSE IT HAS SOME ADVANTAGES INCLUDING CAPABILITY OF HANDLING NEWSPAPER EDITIONS OF MANY PAGES. IF ATTRACTIVE FINANCING CAN BE ARRANGED, SALE WILL PROBABLY GO TO SHERIDAN.

2. DECISION BY RBDV WILL PROBABLY BE MADE MID-AUGUST AT LATEST.

3. RBDV WAS ESTABLISHED 1946, EMPLOYS OVER 3,000. FIRM PUBLISHES NEWSPAPERS (INCLUDING MAJOR DUESSELDORF DAILY, THE "THEINISCHE POST") MAGAZINES, AND BOOKS, AND ACTS AS COMMERCIAL

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PRINTER.

4. ACCORDING TO RBDV, SIMILAR US EQUIPMENT HAS NOT YET BEEN INSTALLED IN EUROPE, AND PUBLISHERS FROM ALL OVER EUROPE WOULD BE LIKELY TO VISIT RBDV TO SEE SHERIDAN EQUIPMENT IN USE. SALE WOULD THEREFORE BE A WEDGE IN THE EUROPEAN MARKET FOR SHERIDAN, CREATING CONSIDERABLE POTENTIAL FOR FUTURE SALES.

5. ACTION REQUESTED: IN VIEW OF THE MAGNITUDE OF THIS OPPORTUNITY FOR IMMEDIATE AND FUTURE SALES, WE STRONGLY RECOMMEND THAT USDOC AND/OR EX-IM BANK CONTACT MR. DON WELLS, SALES MANAGER, AT SHERIDAN, PROVIDING ALL INFORMATION AVAILABLE ON FINANCING AND OTHER ASSISTANCE USG CAN OFFER TO FACILITATE SALE.

6. WE SHALL APPRECIATE LEARNING ASAP WHAT CAN BE DONE TO ASSIST SALE BY SHERIDAN. PLEASE ADVISE IF ADDITIONAL INFORMATION IS REQUIRED.HUFFMAN

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